

Trading Places

9/30/6

1.CONSUMERS

- POPULATIONS CENTERS DISPERSED
 - industries also dispersed
- SELLING REQUIRES ADDRESSING LOCAL MARKET DEMANDS
- TIME POVERTY IS SIGNIFICANT
 - total system speed & reliability needed
- (CONSUMERS ARE ENVIRONMENTALLY CONSCIOUS)

- BUSINESS TRAVEL INCREASES
- SHORT HAUL BECOMES A SIGNIFICANT AVIATION SEGMENT
- LONG HAUL MARKET REMAINS
- HIGH SAFETY STANDARDS ARE MANDATORY
 - current rates won't be acceptable
- CONSUMER PRODUCTS WILL DRIVE ACCESS TO SPACE
- GLOBAL COMMUNICATIONS WILL BE A COMMODITY
- INDIVIDUAL COMPANIES WILL BE ABLE TO HAVE OWN COMMUNICATIONS SYSTEMS

2. GENERAL NATURE OF BUSINESSES

- COOPERATIVE AND PARTICIPATIVE ACROSS NATIONAL BOUNDARIES
- TEAMS CHANGE TO OPTIMIZE
- TECHNOLOGY DISPERSION & TRANSFER IS RAPID
- RAPID DEPLOYMENT OF TECHNOLOGY IS REQUIRED
- CORPORATIONS PRIMARY SOURCE OF R&D
- SERVICEABILITY IS ADVANTAGE FOR CUSTOMER APPEAL
- R&D RESTRUCTURED: R VIRTUALLY CENTRALIZED, D DECENTRALIZED
- BUSINESS WILL BE LOCATED AT THE CUSTOMER (FOR RAPID INCORPORATION OF PREFERENCES)

3. GOVERNMENT'S ROLE

- CONSUMERS CONTROL CONSTRAINTS of GOVERNMENTS
- LONG TERM R&D MAY BE GOVERNMENT ROLE
- IPR BASED ON SECRECY, NOT LAW
- SPACE REGULATION WILL REQUIRE TEETH
 - Asian users will be main influencer
- SHORT HAUL ATC PRIVATIZED AND LOCALLY CONTROLLED
LONG HAUL ATC REGULATED BY INTERNATIONAL BODY,
BASED ON MARKET FORCES

4. *PRODUCT AND SERVICE INDUSTRY OPERATION*

- BUSINESSES NEEDS RESULT IN COMPANY DEDICATED airlines
- LEASING OF airlines BECOMES BUSINESS
- MARKETS DEMAND CUSTOMIZED AIRCRAFT FOR SPECIFIC MARKETS, ALONG WITH GENERIC AND BACK-COMPATIBILITY
- ERGONOMICS AND ENTERTAINMENT NECESSARY FOR LEISURE MARKET
- LOCALIZED SERVICE REQUIRED (SOMEHOW)
- AGEING AIRCRAFT FLEET IS SUBJECT OF INDUSTRY FOCUS
- SELLER MAY PROVIDE AIRLINES BY THE HOUR, OR SELL TURNKEY

5. MILITARY

- DETERRENCE PRIMARY NEED
- RECONNAISSANCE AND SURVEILLANCE REQUIRED, FROM SPACE
- ALLIANCES BETWEEN U.S. AND ASIA FOR OPERATIONS AND SYSTEMS DEVELOPMENT
- U.S. WILL SEEK/NEED INTELLIGENCE ABOUT ASIAN MILITARY
- SERVICE LIFE EXTENSION REQUIRED FOR CURRENT MILITARY MARKET
- U.S. MILITARY OPERATES CLOSE TO HOME (RESPONSIVE/REACTIVE)